

# Filmmaking for Social Justice

**Sohail Dahdal**

American University of Sharjah

[sdahdal@aus.edu](mailto:sdahdal@aus.edu)



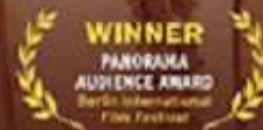
*“When I think of what might flash before me on my deathbed, I hope it will be the impact of my films.”*

Oscar-nominated director Lucy Walker

WINNER BEST DOCUMENTARY IDA AWARDS

NOW PLAYING IN SELECT CITIES

# WASTE LAND







# *Film for activism (not activism for film)*



# Is this for you?

## Must be...

- Willing to go against the mainstream with very little resources;
- Seeking social change (and with a calling to action);
- Have strong values to keep going and uphold responsibilities.

## Must not...

- Have a hidden agenda – instead be transparent;
- Be a slacktivist – but be digital media savvy;
- Seek commercial profit – but don't shy from making a living.





# Long Journey, Young Lives [ABC Documentary]



ACADEMY AWARD® NOMINEE  
BEST DOCUMENTARY FEATURE



FROM **AVA DUVERNAY**  
DIRECTOR OF SELMA

**13<sup>TH</sup>**

*I believe change comes through us, the individual*

Ava DuVernay, the director of Selma



# Financing & Distribution

*“A great campaign can accomplish a lot even with a mediocre film. And a great film can accomplish things in the absence of a great campaign. But true impact requires both the film and the campaign be great: strong, well-integrated, and flexible.”*

*Richard Robbins, director of female education call-to-arms, Girl Rising*

# Financing

- No Finance
- Investor: Mum, Rich Uncle, Philanthropist
- Festival Funds
- Government Funds
- Crowd Fund
- Crowd Source
- Interest Groups
- Research Groups
- Specialist Production Companies

# Crowd Funding

INDIEGOGO

Explore ▾

What We Do



For Entrepreneurs

Start a Campaign

Log In

Sign Up



**STORY** [UPDATES \(7\)](#) [COMMENTS \(25\)](#) [BACKERS \(37\)](#)

CLOSED

## To End Poverty ! - a documentary film

Poverty is not an accident. In a follow up to THE END OF POVERTY? we can present the solutions...

PROJECT OWNER



Philippe Diaz & Beth Portello  
Burbank, United States

1 Campaign | [More](#)

**\$3,775** USD raised by 37 backers

3% of \$150,000 [flexible goal](#)



SELECT A PERK



# Distribution

- Festivals
- Indie Distributor
- TV Rights
- Online & Social Media
- Interest Groups
- Education
- Crowd Screen
- OTT like Netflix & *istikana, cinemoz and icflix.*

# Crowd Screen



Events Films Create a Tugg Event How Tugg Works

Help, please Login or Register



## Bring Your Favorite Movies to the Big Screen



### Host an Event

Choose the film, time, and venue for your event  
Get enough RSVPs and your event will happen

[Find a Film to Get Started](#)

[How Does this Work?](#)  
[Are You a Filmmaker?](#)



### Join an Event Near You

[Search by Location](#)



[TICKETS](#)

## Mantra: Sounds Into Silence

CAPTAIN™ A NEW SCREENING

UPCOMING NEAR YOU



**Low Budget Filmmaking**



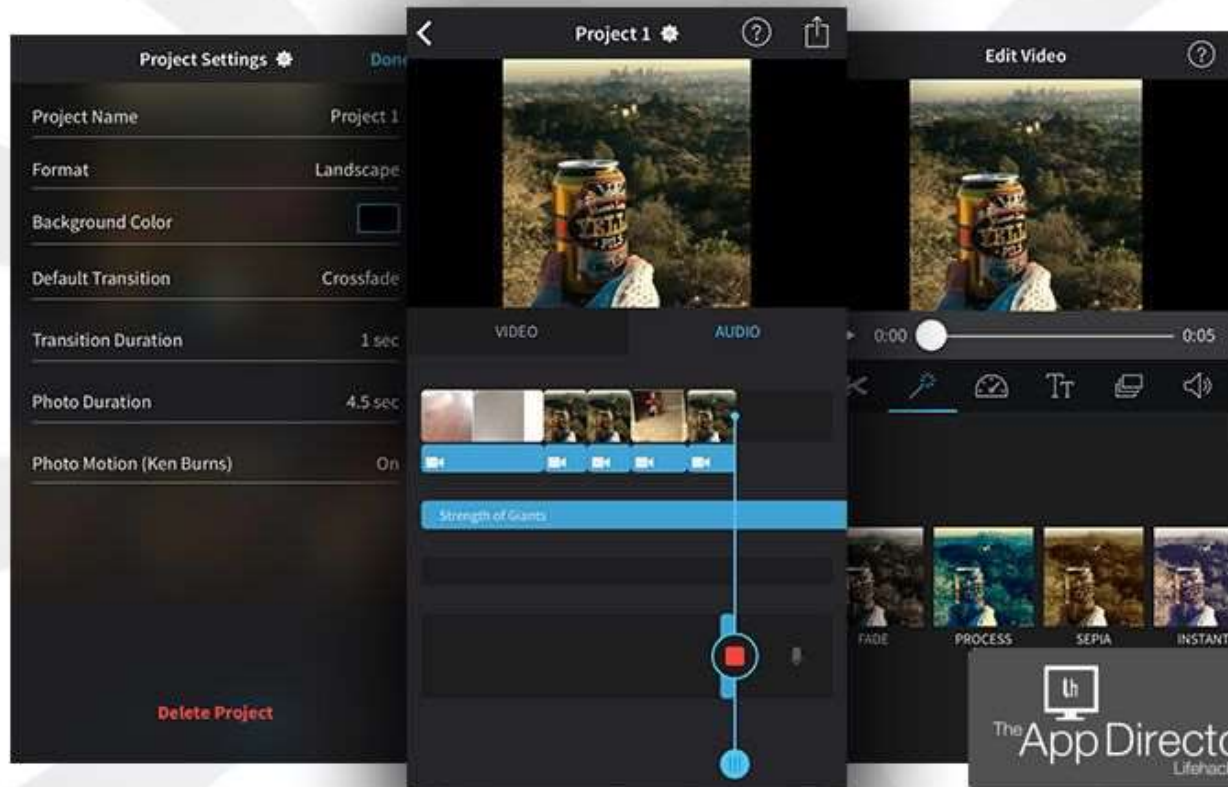


# Tips for Shooting on a Smart Phone

- Story is everything
- Use a good microphone
- Use natural light
- Use a tripod
- A Gimbal will make your project look professional
- Capture Cutaways and Atmos Sound

# Editing

Splice | Mobile





# Tips for Post Production on Low Budget

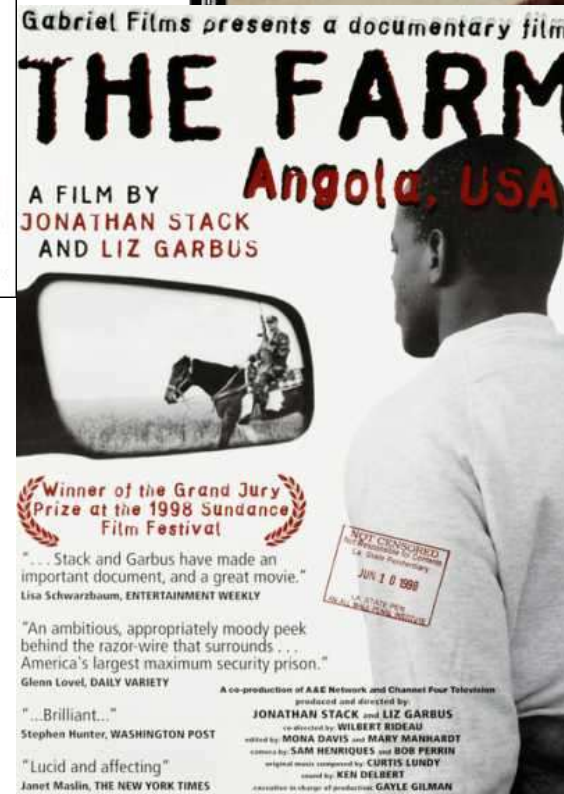
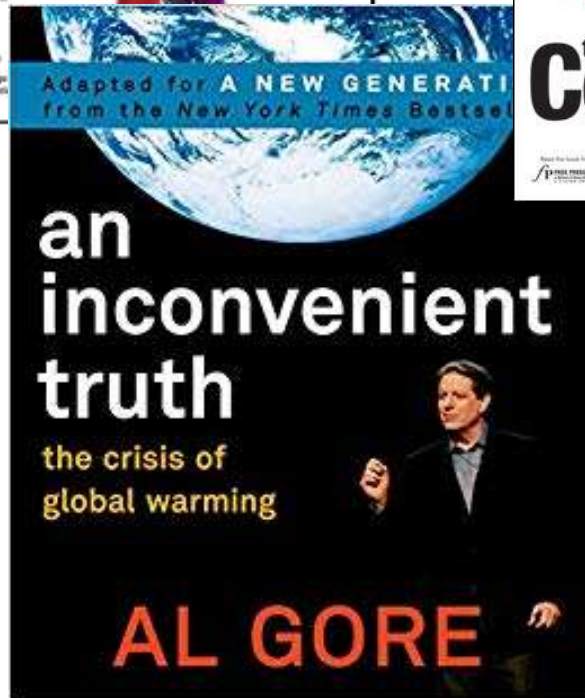
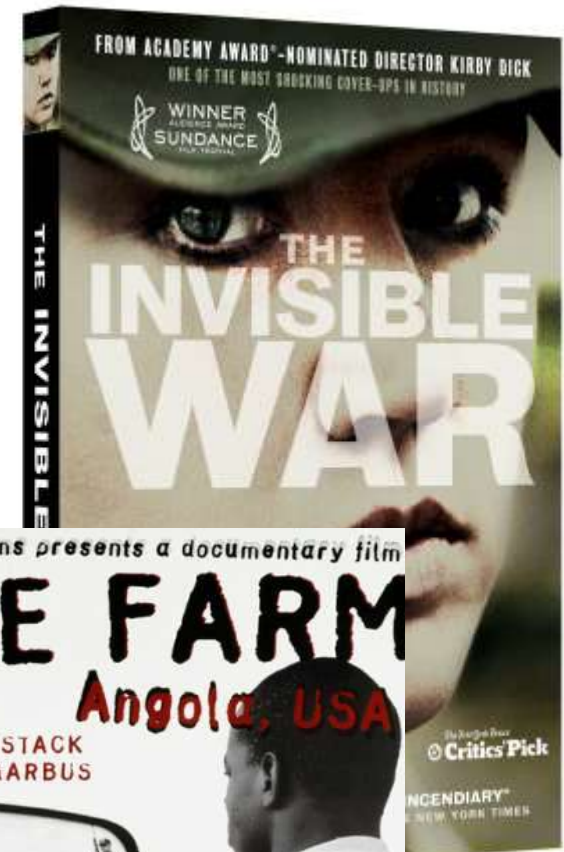
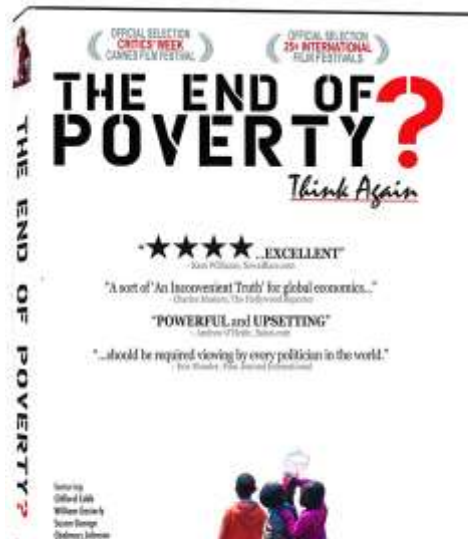
- Many Free Editing Apps
- Don't edit alone
- Use S-log profile if you have it
- Record Voice Over in a booth
- Sound Edit then Sound Mix
- Good music is key
- Color grade by a professional
- For Fiction: ADR is not scary

# Measuring Impact

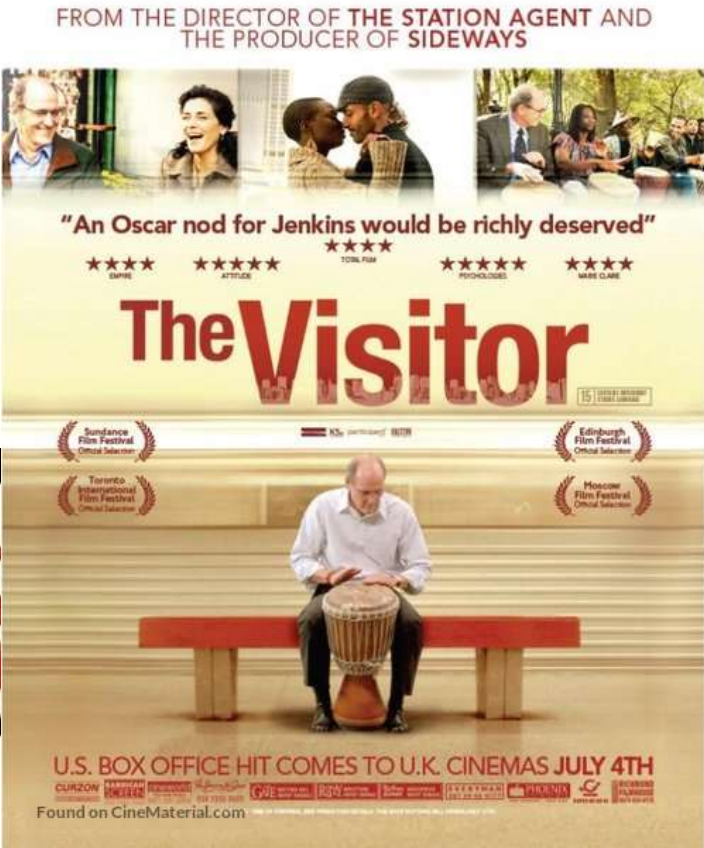
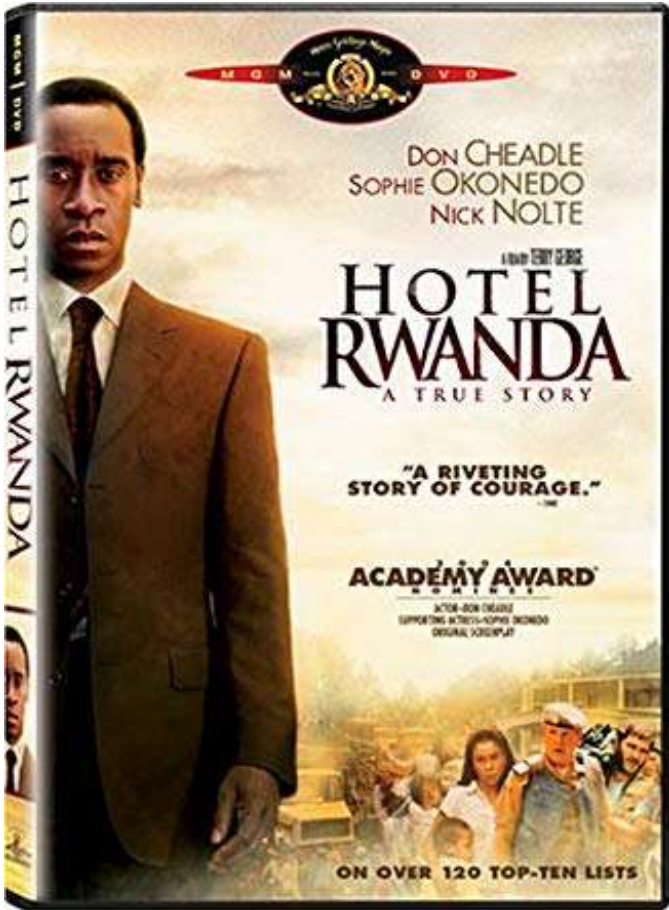
- Target Audience
- Awareness
- Engagement
- Offline Action
- Social Change
- Feedback Loop

*There are actually specialized impact measuring organizations such as the Center for Social Media, Media Impact Funders, the Fledgling Fund, The Knight Foundation, USC's Lear Center, Ford Foundation and NAMAC.*

# The Social Issue Documentary Landscape

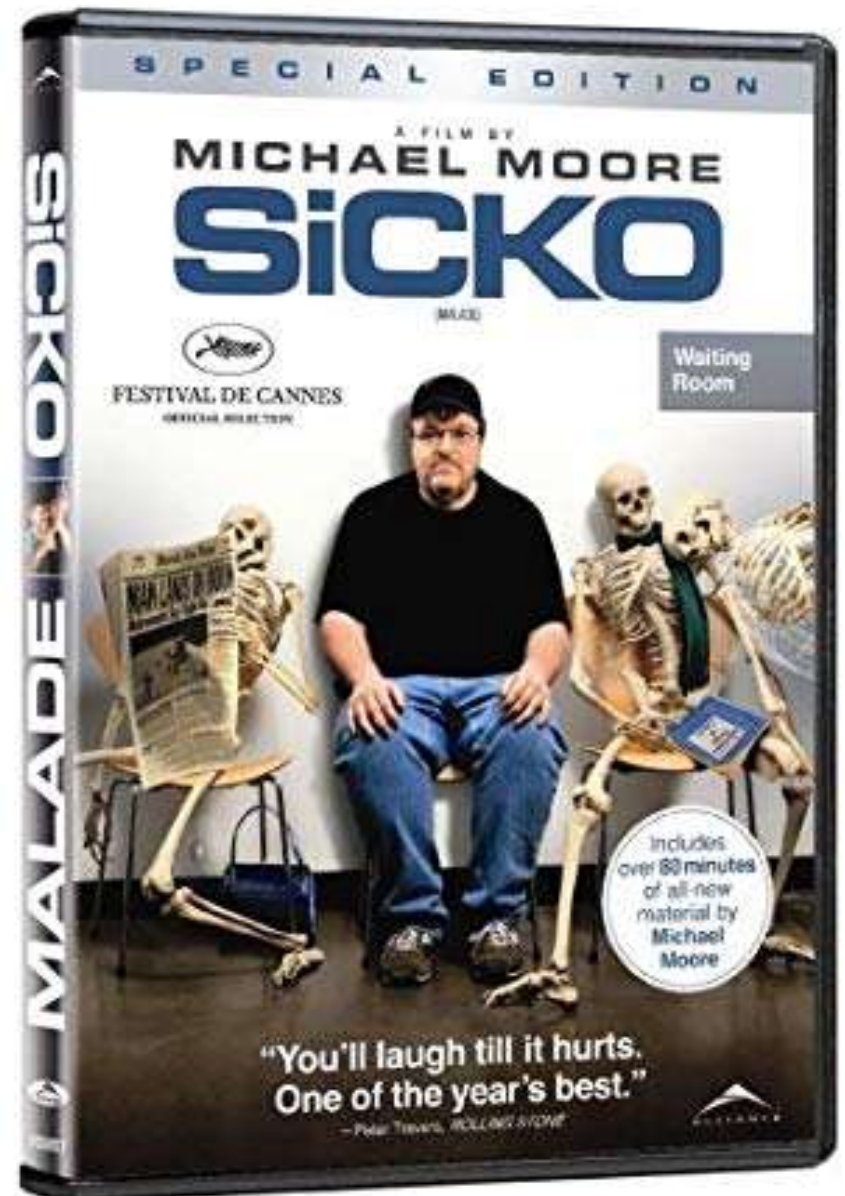
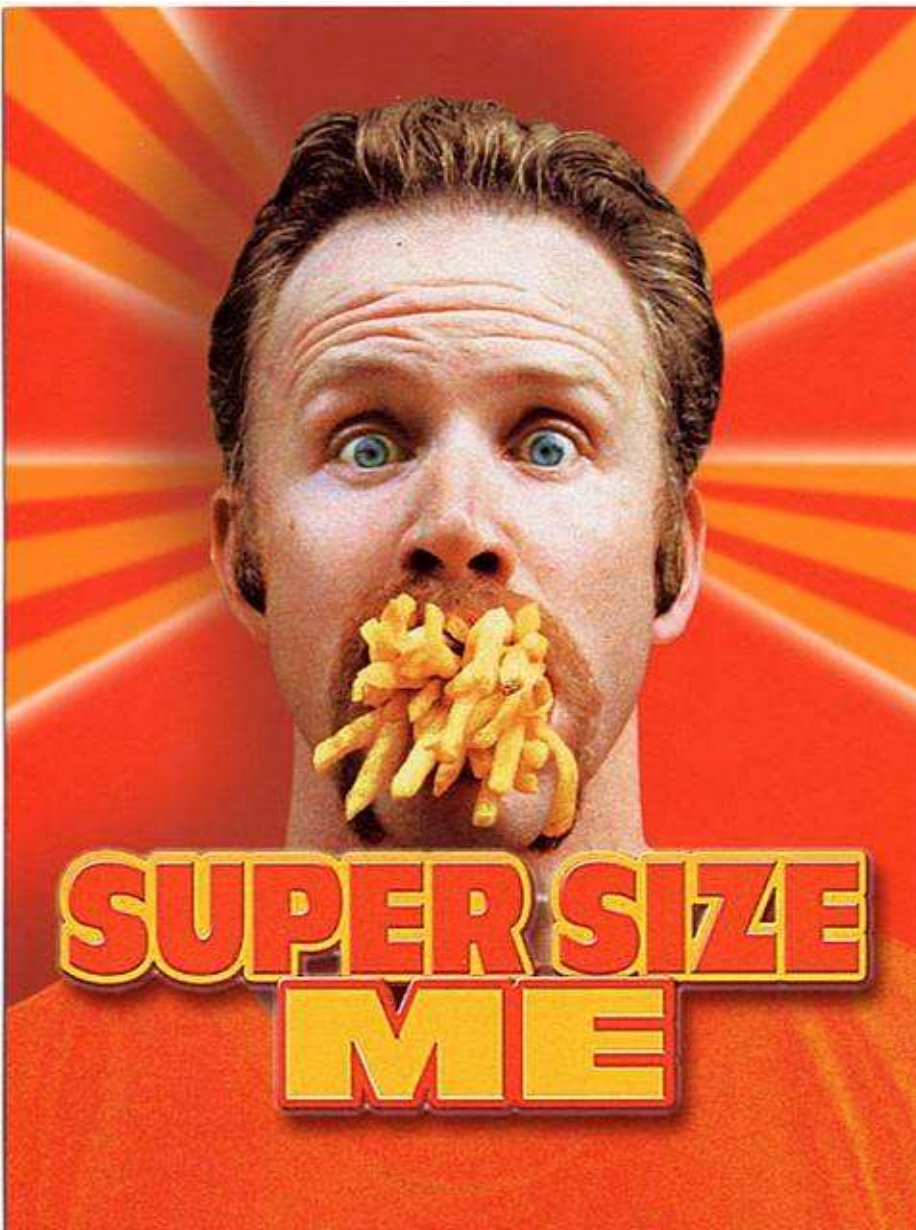


# Not Just Documentary





# Participatory Documentaries



# Guerrilla Filmmaking

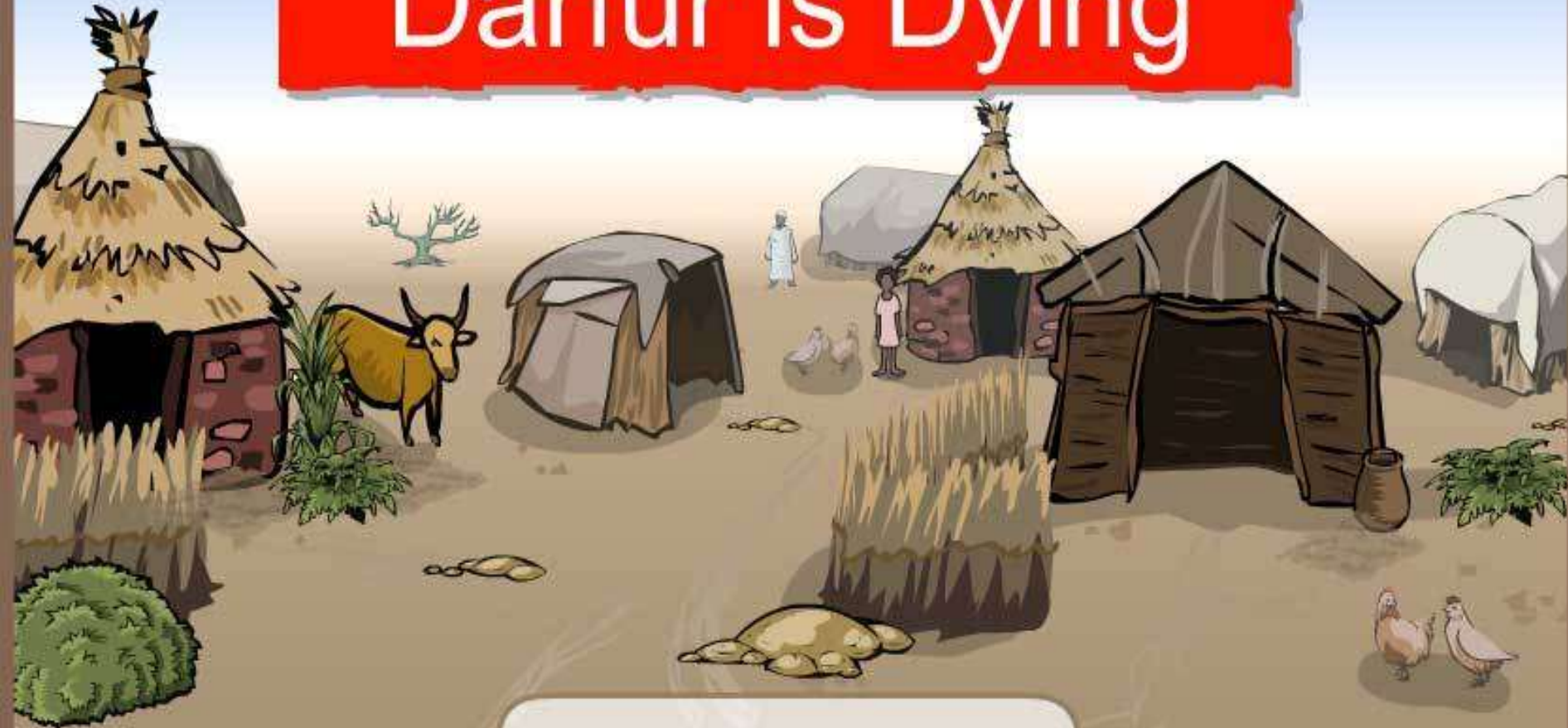


# Serious Games





# Darfur is Dying



Help stop the crisis in Darfur

**START YOUR  
EXPERIENCE**



# Immersive Documentary (Project Syria)



# Easy Tools (Blender 3d & Unity)



# Questions?

**Sohail Dahdal**

American University of Sharjah

[sdahdal@aus.edu](mailto:sdahdal@aus.edu)

     [sous1970](#)